

REMARKS

Claims 1-75 were presented for examination and were pending in this application. In the latest Office Action, claims 1-75 were rejected. With this amendment, claims 1, 23, 45, 46, and 75 are amended. On the basis of the following remarks, consideration of this application and allowance of all pending claims are requested.

The claimed invention is directed at automating the servicing of customers located at various service locations in a business establishment. The claims were rejected as anticipated or made obvious by U.S. Patent No. 6,070,142 to McDonough, either alone or in combination with other references. McDonough describes a virtual call center for providing services to customers who request service from remote locations. Applicants previously attempted to distinguish McDonough, inter alia, on the ground that the claimed invention provides services to customers at various service locations in a business establishment, whereas McDonough is expressly directed to providing service to customers at remote locations. In the appeal decided by the Board of Patent Appeals & Interferences, the Board agreed with the examiner that the claims did not sufficiently recite that the customers are located in the business establishment (specifically, because that language was recited in the preamble of the claims). In response, applicants amended the claims herein to further distinguish the claimed invention from McDonough.

More specifically, the system claims (claims 1-45 and 75) have been amended to add the service locations as additional elements of the claimed system. The method claims (claims 46-74) have been amended to add the step of identifying an event at a service location as an additional step of the claims method. Further, each of the claims has been amended to recite expressly in the body of the claim that (1) the service locations are physically located in the business establishment; (2) the customer is also physically located at the service location in the

business establishment; and (3) the message sent to the primary service attendant indicates a physical location in the business establishment, which corresponds to the service location where event is to be serviced. Accordingly, the claims now clearly distinguish over the cited references, which do not disclose any system or method that includes these features.

Based on the foregoing, the application is in condition for allowance of all claims, and a Notice of Allowance is respectfully requested. If the examiner believes for any reason direct contact would help advance the prosecution of this case to allowance, the examiner is encouraged to telephone the undersigned at the number given below.

Respectfully submitted,
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